

DISPATCH  
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## THE VIEW FROM HERE

# Document on Smoking Teenagers And Lung Cancer a Bold Venture

By JOE R. MILLS, Radio-TV Editor

The kind of courage that the Columbia Broadcasting System's television people showed Wednesday evening in the opening "CBS Reports" on Ch. 10 is a rare thing. It also is the kind of thing that may one day set the broadcast medium up on its own special pedestal.

It was a study of the relationship of smoking for many human ailments and to my eye seemed to make a pretty fair case against smoking. I may be prejudiced. At our house we kicked cigarettes a year and a half ago. In my view, anything as hard to get rid of as a cigaret yen, is difficult to justify.

While I felt the CBS-TV effort was fair and honest there was a rapid dissent from people in the tobacco world.

George V. Allen, president of the Tobacco Institute, Inc., was swift to contend that he was quoted "badly out of context" in "The Teenage Smoker."

ALLEN LODGED his protest shortly before the show, presented by "CBS Reports," was not clearly established was telecast nationally Wednesday night.

In a telegram to CBS President Frank Stanton, Allen said:

"We were told that the program would be an objective report on smoking and health. Instead, it affords a vehicle for venting of extreme opinions and prejudices without any real effort to explore the facts and determine the merits of these positions."

Richard S. Salant, president of CBS News, replied: "We've checked into Mr. Allen's charges and we deny them. The program speaks for itself."

Testimony was presented by the Royal College of Physicians in Great Britain, the U.S. Public Health Service, and the American Cancer Society concerning possible links between smoking and lung cancer.

IN REBUTTAL, Dr. Clarence Cook Little, scientific director of the Tobacco Research Center, and Dr. Harry S. N. Greene, chairman of the department of pathology at the Yale University School of Medicine, maintained that it was not clearly established that tobacco caused cancer in man.

During the interview with Allen, a portion of which appeared briefly toward the

end of the hour-long program, CBS reporter Harry Reasoner asked Allen about charges that cigarette advertising is "slanted to start young people smoking"—with Reasoner noting that Allen does not think it is.

Allen replied that advertising policies are determined by individual companies, not by the industry-wide organization he represents, and added:

"The great majority of the advertising, I must say in all frankness, is on the part of companies which are trying to persuade people who are already smokers to change their brand from one company to another."

The program discussed American cigarette advertising on television and its possible effects on inducing young people to take up smoking.

The program noted that British cigarette companies have agreed not to advertise on TV before 9 o'clock at night in a move to limit what could be appeals to teenagers to adopt the cigarette habit.



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